

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (Part-Time)

Year III (Semester: –VI) (W.E.F. Academic Year 2017-18)

**Specialization: Marketing Management**

**Subject Name: Product and Brand Management (PBM)**

**Subject Code: 3569911**

**Subject Credits: 3**

**Total Marks: 150**

### 1. Learning Outcome:

- Understanding the significance of product strategy as a critical source of business competitiveness and long term success.
- Understanding the theoretical and practical foundations to product management including product portfolio, development process and life cycle analysis.
- Acquainting students with the concepts of brand building and management to keep brands strong and relevant for years to come.
- Ability of managing a brand over geographic boundaries and measuring the brand's performance.

2. **Course Duration:** The course duration is of **36 sessions of 75 minutes** each.

### 3. Course Contents:

Module No.	Modules / Sub-Modules	No. of Sessions	70 Marks (External Evaluation)
I	<b>Competition &amp; Product Strategy:</b> <ul style="list-style-type: none"><li>• Marketing, Competitiveness and Product strategy</li><li>• Marketing and Competitive success</li><li>• Environmental change</li><li>• Managing Competition</li></ul> <b>Product in theory &amp; in practice:</b> <ul style="list-style-type: none"><li>• Product, Product Classification and its level</li><li>• Branding</li><li>• Classification of new Product</li></ul> <b>Product life cycle:</b> <ul style="list-style-type: none"><li>• Concept, Stages of PLC</li><li>• Managerial Implications of PLC</li><li>• Criticism of PLC</li></ul> <b>Product Portfolio:</b> <ul style="list-style-type: none"><li>• Concept, Factors influencing Product Portfolio</li><li>• The BCG Growth Matrix, Shell's Directional Policy Matrix</li></ul>	9	17
II	<b>New Product Development:</b> <ul style="list-style-type: none"><li>• NPD Process</li></ul> <b>New product strategy:</b> <ul style="list-style-type: none"><li>• The need for Product Innovation Strategy</li><li>• The components of new Product Strategy</li></ul>	9	18

	<p><b>Commercialization:</b></p> <ul style="list-style-type: none"> <li>• Test Marketing</li> <li>• Time to Market</li> <li>• Breaking into the Market</li> <li>• Managing Growth</li> <li>• Resistance to Change</li> <li>• Leveraging new Product Growth</li> <li>• Sustaining Differentiation</li> </ul> <p><b>Managing the mature Product:</b></p> <ul style="list-style-type: none"> <li>• Offensive Strategies</li> <li>• Extending the product life cycle</li> <li>• Customer Relationship Management</li> </ul>		
III	<p><b>Branding &amp; Brand Management:</b></p> <ul style="list-style-type: none"> <li>• What Is a Brand? Why Do Brands Matter? Can Anything Be Branded? Branding Challenges and Opportunities, The Brand Equity Concept, Strategic Brand Management Process</li> </ul> <p><b>Customer-Based Brand Equity and Brand Positioning:</b></p> <ul style="list-style-type: none"> <li>• Customer-Based Brand Equity, Sources of Brand Equity, Identifying and Establishing Brand Positioning, Positioning Guidelines, Defining a Brand Mantra</li> </ul> <p><b>Choosing Brand Elements to Build Brand Equity:</b></p> <ul style="list-style-type: none"> <li>• Criteria for Choosing Brand Elements</li> <li>• Options and Tactics for Brand Elements</li> </ul> <p><b>Leveraging Secondary Brand Associations to Build Brand Equity:</b></p> <ul style="list-style-type: none"> <li>• Conceptualizing the Leveraging Process</li> <li>• Sources of secondary Brand Associations</li> </ul>	9	18
IV	<p><b>Measuring and Interpreting Brand Performance</b></p> <p><b>Developing a Brand Equity Measurement and Management System:</b></p> <ul style="list-style-type: none"> <li>• The Brand Value Chain</li> <li>• Designing Brand Tracking Studies</li> <li>• Establishing a Brand Equity Management System</li> </ul> <p><b>Measuring Sources of Brand Equity: Capturing Customer Mind-Set:</b></p> <ul style="list-style-type: none"> <li>• Qualitative Research Techniques</li> <li>• Quantitative Research Techniques</li> <li>• Comprehensive Models of Consumer-Based Brand Equity</li> </ul> <p><b>Designing and Implementing Branding Strategies:</b></p> <ul style="list-style-type: none"> <li>• Brand Architecture</li> <li>• Brand Hierarchy</li> <li>• Designing Branding Strategies</li> <li>• Using Cause Marketing to Build Brand Equity</li> <li>• Brand Extension</li> </ul> <p><b>Managing Brands over Time:</b></p> <ul style="list-style-type: none"> <li>• Reinforcing Brands</li> <li>• Revitalizing Brands</li> </ul>	9	17

	<b>Managing Brands over Geographic Boundaries:</b> <ul style="list-style-type: none"> <li>Global Brand Strategies</li> </ul>		
V	<ul style="list-style-type: none"> <li>Pick a brand, attempt to identify its sources of brand equity. Assess its level of brand awareness and the strength, favorability, and uniqueness of its association.</li> <li>Pick a category basically dominated by two brands, Evaluate the positioning of each brands, its target market, what are the main points of parity and points of difference? Have they defined their positioning correctly? How might it be improved?</li> <li>Pick a brand, identify all its elements and assess their ability to contribute to brand equity according to the choice criteria.</li> <li>Pick a brand; evaluate how it leverages secondary brand associations. Can you think of any way that the brand could more effectively leverage secondary brand association?</li> <li>Pick a brand; try to conduct informal brand value chain analysis. Can you trace how the brand value is created and transferred?</li> <li>Pick a brand, Employ projective techniques/Free association to attempt to identify source of its brand equity.</li> <li>Pick a brand, try to characterize its brand portfolio and brand hierarchy. How would you improve the company's branding strategies?</li> <li>Pick brand, examine the history of the brand over the last decade. How would you characterize the brand's efforts to reinforce and revitalize brand equity?</li> <li>Pick a brand marketed in more the one country, Assess the extent to which the brand is marketed on a standardized versus customized basis.</li> <li>Students can explore branding for the senses and neuromarketing.</li> </ul>	---	(30 marks CEC)

#### 4. Teaching Methods:

The course will use the following pedagogical tools:

- Lectures
- Case Discussions and Role Playing
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations

#### 5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc.	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

## 6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Kevin Lane Keller, M.G. Rameswaram, Isaac Jacob	Strategic Brand Management	Pearson	Latest Edition
2	Kirti Dutta	Brand Management-Principles and Practices	Oxford University Press	Latest Edition
3	Michael Baker & Susan Hart	Product Strategy and Management	Pearson	Latest Edition
4	S. Ramesh Kumar	Managing Indian Brand, Marketing Concepts & Strategies	Vikas	Latest Edition
5	Donald R. Lehman and Russell S. Winer	Product Management	Tata McGraw Hill	Latest Edition
6	RamanujMajumdar	Product Management in India	PHI EEE	Latest Edition
7	Y.L.R.Moorthi	Brand Management, The Indian Context	Vikas	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

## 7. List of Journals / Periodicals / Magazines / Newspapers, etc.

1. Brand Equity
2. [www.afaqs.com](http://www.afaqs.com)
3. Brand Reporter
4. Indian Journal of Marketing
5. Journal of Brand Management